



City of Scottsdale
Tourism Development Commission
Regular Meeting

Marked Agenda

**AMENDED-Item 6 changed titles and added presenter
Item 7-updated presentation material**

8:00 a.m., Tuesday, May 20, 2014

**Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251**

1. Call to Order/Roll Call 8:01AM

David Scholefield, Chairperson
Tom Enders, Vice-Chairperson
Camille Hill
Ace Bailey-**ABSENT**

Ren Hirose
Robert McCreary
Carl Grupp

2. Approval of Minutes

Commission discussion and recommendation to approve the April 15, 2014 regular meeting minutes.

COMMISSIONER GRUPP MOVED TO APPROVE THE MINUTES OF THE APRIL 15, 2014 MEETING AS PRESENTED. COMMISSIONER McCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. Manager Reports

Staff Contact: Steve Geiogamah, Economic Development Manager-Tourism

- a. Staff Bed-Tax Collection Report
- b. Bed Tax Proforma
- c. Smith Travel Report
- d. Program Updates

4. FY2014/15 Event Development Funding Program

Commission discussion and possible recommendation regarding the FY2014/15 Event Development Funding program.

Staff Contact: Steve Geiogamah

COMMISSIONER ENDERS MOVED TO APPROVE THE EVENT DEVELOPMENT FUNDING PROGRAM AS PRESENTED. COMMISSIONER HIROSE SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).



5. **FY2014/15 Event Venue Fee Program**

Commission discussion and possible recommendation regarding the FY2014/15 Event Venue Fee Program.

Staff Contact: Steve Geiogamah

COMMISSIONER HIROSE MOVED TO APPROVE THE EVENT VENUE FEE PROGRAM AS PRESENTED. COMMISSIONER McCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

6. **ESPN FanFest Event-Event Development Funding**

Commission update and possible event development funding recommendation regarding the proposed ESPN FanFest Event.

Presenter: Kate Birchler, Assistant Vice President, Tourism Marketing, Macerich

Steve Helm is Assistant Vice President, Property Management, Scottsdale Fashion Square

COMMISSIONER HIROSE MOVED TO APPROVE FUNDING OF UP TO \$475,000 FROM THE BED TAX CARRY OVER FUND. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

7. **WestWorld Event Marketing Update**

Presentation and commission discussion regarding the WestWorld Event Marketing Update

Presenter: Fred Unger, Spring Creek Development

8. **FY2014/15 Scottsdale CVB Destination Marketing Guide**

Commission discussion and possible recommendation for approval of the Scottsdale Convention and Visitor's Bureau FY14/15 Destination Marketing Guide.

Rachel Sacco, President/CEO Scottsdale Convention & Visitor's Bureau

Staff Contact: Steve Geiogamah

COMMISSIONER ENDERS MOVED TO APPROVE THE DESTINATION MARKETING GUIDE AS PRESENTED. COMMISSIONER HIROSE SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

9. **FY2014/15 Destination Marketing SCVB Performance Measures**

Commission discussion and possible recommendation regarding the FY14/15 Scottsdale Convention & Visitor's Bureau Performance Measures.

Staff Contact: Steve Geiogamah

COMMISSIONER HIROSE MOVED TO APPROVE THE SCVB PERFORMANCE MEASUREMENTS AS PRESENTED. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

10. **Hospitality Trolley Program**

Staff update, commission discussion and possible recommendation regarding the Hospitality Trolley Program.

Staff: Paul Basha, Planning Neighborhood Transportation Director

COMMISSIONER SCHOLEFIELD MOVED TO RECOMMEND SUPPORTING THE DAY TRIPPER TROLLEY FOR \$300,000 WITH \$30,000 BEING USED FOR MARKETING THE DAY TRIPPER TROLLEY. COMMISSIONER HIROSE SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).



11. Food Festival Event Proposal

Commission discussion and possible recommendation regarding the 2014 Food Festival Event Proposal.

Presenter: Fred Unger, Spring Creek Development

COMMISSIONER HIROSE MOVED TO RECOMMEND FUNDING FOR UP TO \$75,000 FOR THE WORLD FOOD CHAMPIONSHIPS EVENT. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

12. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

13. Public Comment

Citizens may address the members of the Tourism Development Commission during "Public Comment." This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

MICHAEL MAYER COMMENTED ON HIS CONCERNS REGARDING WESTWORLD

14. Adjournment 9:58AM

Next scheduled meeting is June 17, 2014

